

Contemporary Philippine Arts from the Regions

Quarter 2 - Week 5- 6

Production Planning



What is It

Read and learn!

Have you ever wondered how artist came up to the idea of creating their masterpiece? What inspires them to create the certain subjects? What are the reasons behind every painting, sculptures, architectural plans, etc.? Well, in this module you will learn how to come up to an idea that will soon others will look up to.

SUBJECT

According to Sandagan and Sayseng (2016), subject refers to anything that represented in an artwork. It can be an object, person scenery, colors and etc. even though subject can be the center of an art some masterpiece do not have subjects.

When we are talking about subject, there are two types of arts. Arts that have subject are called ***Representational or Objective Arts***. These arts present stories, images, representations, symbols, etc. Examples are graphic arts, literature, sculpture, painting, and theater arts. While art works without subjects are called ***Non-Representational*** or ***Non-Objective Arts***. These arts attract straight through the senses. Examples are musical arrangement, architecture, weaving and other functional art

MEDIUM

Medium refers to the materials used in an artwork. It is the instrument of every artist to convey message in an artistic manner. It can be colors and brushers for a painter; sounds for a musician; movements of the body for an actress or dancer; it can also be the words for every writer; wood or clay for a sculptor.

When creating an art, it does not mean an artist should have the expensive medium for creating a masterpiece, it can be anything available. As long as it can conveys the artists' message it can be used.

FORM

Form refers to the physical characteristics of an art. It is about the utilization of the elements of art such as line, shape, form, space, color, value,

and texture. And these elements are arranged based on the principles of design in creating masterpiece.

After understanding the concepts artists considered in creating art, you are now ready to leap to a bigger step of producing an art production. According to Quipper (2018), there are 4Ms to consider:

METHODS

Methods refers to the framework of the production. It provides the skeletal plan that will serves as the guide for the whole production. It contains the objectives or goals, material, procedures, manpower assignment, target date of finish.

Objectives or goals are the expected output or result of the production. Objectives must be SMART; specific, measurable, attainable, relevant, and time bound.

Title or name of Production refers to the name of productions. The name of the production should be the one to catch the audience's attention.

Target Audience refers to the group that is the primary target of the production.

Procedures are the activities that need to be done.

Venue or Platform refers to the space you will use to execute your production. It can be physical space or an online platform.

Date of Implementation or Target date of Finish is the expected of production's launching date.

MATERIALS

Materials refers to the artwork presented on a production such as the script on a drama, music and lyrics, or choreography. It is the center of the production that consist the concept that is expressed through art.

MACHINE

Machine refers to the mediums, machinery, tools, or equipment to be used in a production. On a theater production machines are the physical materials such as stage lighting, sound systems, or any technical medium.

MANPOWER

Manpower refers to the team of people assigned to a specific role. It can be the director, producers, choreographers, dancers, artist, or crew. Because of them the whole process of creating the production can be fun and it will be easier to accomplish.